

ABSTRACT OF THE DISCLOSURE

5 A white balance control apparatus includes  
an evaluation value calculation circuit calculating  
and outputting evaluation values of color components  
of each of a plurality of regions of digital image  
data, a luminance conversion part converting the  
evaluation values of each of the regions into a  
luminance value, and a high-luminance weighting part  
converting the evaluation values of each of the  
10 regions into a base white balance control amount,  
calculating a non-weighted white balance control  
amount from the base white balance control amount and  
a weighted white balance control amount by performing  
weighting processing on the base white balance  
15 control amount by using the luminance value of each  
of the regions so that a region of higher luminance  
has a greater weight, and calculating a white balance  
control amount to be applied to the image data at a  
time of image recording by using the weighted and  
20 non-weighted white balance control amounts.

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